



PUBLIC NOTICE WILLIAMSBURG PLANNING COMMISSION

The Williamsburg Planning Commission will hold a public hearing on August 15, 2007, 3:30 P.M. in the Council Chambers of the Stryker Building, 412 North Boundary Street, to consider the following:

PCR #07-024: Amendment of the Zoning Ordinance, Article VI. Signs, by making the following revisions: (1) adoption of a new sign districts map, incorporating changes previously made to the Zoning Districts map [Sec. 21-737]; (2) updating regulations for freestanding and monument signs for single businesses on single lots and shopping centers [Sec. 21-747(1)a. and c.]; (3) updating regulations for freestanding, monument and building mounted sign area for multiplex cinemas in the corridor sign district [Sec. 21-747(1)c.2. and 21-747(2)c.1.]; (4) adding regulations for pole-mounted banner signs for shopping centers in the corridor sign district.

Additional information is available at www.williamsburgva.gov/dept/planning/agendas.htm; at the Planning Department [(757) 220-6130], 401 Lafayette Street; or at the Williamsburg Regional Library. Interested citizens are invited to attend this hearing and present their comments to the Council.

If you are disabled and need accommodation in order to participate in the public hearing, please call the Planning Department at (757) 220-6130, (TTY) 220-6108, no later than 12:00 noon, Wednesday, August 8, 2007.

A handwritten signature in black ink that reads 'Reed T. Nester'.

Reed T. Nester
Planning Director



CITY OF WILLIAMSBURG

MEMORANDUM

DATE: July 26, 2007

SUBJECT: PCR #07-024
Amend Chapter 21, Zoning, Article VI, Signs

A new sign map and three revisions to the City's Sign regulations are proposed. The sign revisions pertain to shopping centers in the City that are located in the Corridor Sign District. Existing shopping centers in the Corridor Sign District are Monticello Shopping Center, Williamsburg Shopping Center, Patriot Plaza Shopping Center and High Street.

The following amendments are proposed to the sign regulations:

1. Update the sign map to reflect zoning classifications which have occurred over the last several years. The updated map reflects new mapping techniques which allow each sign district to be a different color resulting in a map that is easier to read.
2. Update Section 21-747(1)a.1. and c.1.i. to match the language in the 2006 Comprehensive Plan on designation of street types. The 1998 Plan referred to "minor and secondary arterials," while the 2006 Plan designates the same streets as "major arterial, minor arterial, and collector streets." Additional freestanding signage is allowed for shopping centers and individual businesses located on corner lots and double frontage lots fronting on streets designated by the Comprehensive Plan as major arterial, minor arterial or collector streets." These streets, as they apply to the existing shopping centers, are: Major arterial streets - Richmond Road (western City limits to Bypass Road) and Route 199; Minor arterial streets - Richmond Road (Bypass Road to College Corner) and Monticello Ave; Collector streets - Treyburn Drive and Quarterpath Road.
3. Modify Sections 21-747(1)c.2. and 21-747(2)c.1., which regulate the size of a freestanding sign for a shopping center that advertises a multiplex cinema, and for building mounted signs for a multiplex cinema. These provisions were added in 2004 for the ten screen cinema originally proposed for High Street. The present plan is for an eight-screen cinema, and it is proposed to amend these sections to reduce the number of screens required (from ten to eight) for a larger monument/freestanding sign and additional building mounted signs for a multiplex cinema in a shopping center in a Corridor Sign District. A multiplex cinema sign

requires approval from the Architectural Review Board if located in the Corridor Protection District. [Sec. 21-747(1)c.2. and 21-747(2)c.1.]

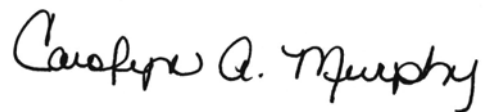
4. Add regulations [Sec. 21-747(1)c.9. and 21-749(a)(10)] to allow 24 square foot non-illuminated pole-mounted banner signs for shopping centers located in the Corridor Sign District. Banner signs have been displayed in the Center City area, but they are located on public right-of-way and are not regulated by the City's Zoning Ordinance. This only applies to shopping centers as defined by the Zoning Ordinance:

Shopping center means a group of at least ten commercial establishments, or, if less than ten commercial establishments, a group of commercial establishments consisting of at least a supermarket, drugstore and department store, in either case having a combined total floor area of at least 65,000 square feet, that is planned, developed and managed as a unit.

Shopping centers that would be affected by this change would be Williamsburg Shopping Center, Monticello Shopping Center, High Street, and Patriot Plaza.

PUBLIC HEARING DATE

The public hearing on this proposal is scheduled for the August 15 meeting.



Carolyn A. Murphy, AICP
Deputy Planning Director

ORDINANCE #07-__
PROPOSED ORDINANCE #07-__

AN ORDINANCE
AMENDING THE CODE OF THE CITY OF WILLIAMSBURG,
CHAPTER 21, ZONING, ARTICLE VI, SIGNS,
(PCR #07-024)

These revisions to Chapter 21, Zoning, of the Code of the City of Williamsburg are proposed to promote the health, safety and general welfare of the public; and to carry out the purpose and intent of Chapter 21 as stated in Sec. 21-1.

BE IT ORDAINED that Chapter 21, Zoning, is hereby amended by revising Article VI, SIGNS, Secs. 21-737 Sign Districts; 21-747(1)a.1. Freestanding and monument signs, corridor sign district; 21-747(1)c.1. Shopping center freestanding and monument signs, corridor sign district; 21-747(1)c.2. Shopping center multiplex cinema freestanding and monument sign maximum sign area, corridor sign district; 21-747(2)c.1. Shopping center multiplex cinema building mounted sign area, corridor sign district; 21-747(9) Pole-mounted banner signs for shopping centers, corridor sign district; 21-749(10) Prohibited banner signs; to read as follows:

Sec. 21-737. Sign districts.

In order to meet the intent of this article, four sign districts are created to reflect the character of various areas in the city. The boundaries for these districts are delineated on the official Sign Districts map, adopted on ~~August 10, 2000~~ *****insert adoption date of ordinance*****. The official sign districts map, and all notations, references and other information shown thereon, is a part of this article, and has the same force and effect as if the official sign districts map were fully set forth or described in this article. These districts are:

- (1) *Residential sign district.* This district encompasses residential and non-commercial areas to ensure that signage is in keeping with the character of these areas.
- (2) *Colonial Williamsburg Historic Area Sign District.* This district encompasses the Colonial Williamsburg Historic Area district and is established to preserve and maintain the historic character of the Colonial Williamsburg Historic Area by ensuring that historic signage is in keeping with 18th-century precedent and modern directional signage is unobtrusive.
- (3) *Downtown sign district.* This district is designed to protect and enhance the historic character of the adjoining Colonial Williamsburg Historic Area and to maintain and encourage the small scale pedestrian character of the College of William and Mary and the various older neighborhoods and businesses areas in the architectural preservation district, by ensuring that signage is in keeping with the character of these areas.

- (4) *Corridor sign district.* This district is designed to ensure that signage in the city's entrance corridors is harmonious and compatible with the Colonial Williamsburg Historic Area, the College of William and Mary, and the various older neighborhoods in the architectural preservation district, and that the signage contributes to the improvement of the design of the city's major commercial corridors. It is also designed to ensure that signage in the areas situated between residential and commercial districts is harmonious and compatible with the character of those areas.

Sec. 21-747. Sign regulations for the corridor sign district.

For residential uses, signs shall be regulated by section 21-743, Sign regulations for the residential sign district. For all other uses, the following regulations shall apply in the corridor sign district.

- (1) *Freestanding and monument signs.*
- a. *Single business on a single lot.*
 - 1. *Number of freestanding or monument signs permitted:* One, except that when property frontage is on a street designated by the comprehensive plan as a major or secondary arterial, there may be one sign for each 250 feet of property frontage, not to exceed a total of two signs for the business. On corner or double frontage lots, each street frontage on a street designated by the comprehensive plan as a ~~major or secondary arterial~~ major arterial, minor arterial, or collector shall be calculated separately. There shall be a minimum separation between signs of 100 feet.
 - c. *Shopping centers.*
 - 1. *Number of freestanding or monument signs permitted:*
 - i. One for each 250 feet of property frontage on a street designated by the comprehensive plan as a major or secondary arterial, not to exceed three signs for each such frontage. On corner or double frontage lots, each frontage on a street designated by the comprehensive plan as a ~~major or secondary arterial~~ major arterial, minor arterial, or collector shall be calculated separately. There shall be a minimum separation between signs of 100 feet. Signs shall display only the name and/or logo of the shopping center; one or more of the businesses in the center; or a combination of the two.
 - ii. For a mixed use project on contiguous lots, where residential uses and the shopping center have shared parking lots and/or driveways which are established

by a recorded deed or easement approved as to form by the city attorney prior to the erection of the signs, the entire mixed use project may be considered as a shopping center for the purpose of calculating the number of freestanding or monument signs permitted. For the residential uses in the mixed use project, signs shall be regulated by this section.

2. *Maximum sign area:* 32 square feet, except that when a multiplex cinema of ~~ten~~ **eight** or more screens is located in the shopping center, the maximum sign area may be increased to 48 square feet for one of the permitted signs if the name of the multiplex cinema is displayed on the sign.
3. *Maximum height:* Eight feet, subject to the following:
 - i. For a monument sign, the height of the sign base shall not be more than 50 percent of the height of the sign face.
 - ii. For a freestanding sign, the distance from the ground to the bottom of the sign face shall not be more than 50 percent of the height of the sign face. A freestanding sign shall be supported by a pole or post on each end of the sign, and the area underneath the entire width of the sign face shall be landscaped. Freestanding signs supported by a single center pole or post shall not be allowed.
 - iii. For a 48 square foot sign displaying the name of a multiplex cinema, as allowed in section 21-747(1)c.2, the maximum height is ten feet.
4. *Maximum number of signs on one supporting structure:* One.
5. *Projection over a city right-of-way:* Prohibited.
6. *Location on a city right-of-way:* Prohibited.
7. *Credit card and travel club signs:* Separate signs attached to a freestanding sign or its supporting structure, advertising services such as, but not limited to, automobile travel clubs and credit cards, shall be prohibited.
8. *Signature architectural feature:* A shopping center with more than 200,000 square feet of floor area shall be allowed one "signature architectural feature," subject to the following:
 - i. It shall be a freestanding kiosk tower, bell tower, clock tower or similar structure.
 - ii. It shall be set back at least 400 feet from a public street.

- iii. No part of the structure shall exceed a height of 60 feet.
- iv. It may have up to four sign faces, with a maximum size of 48 square feet per face. Each sign face shall be on a separate side of the structure.
- v. Each sign face shall display only the name and/or logo of the shopping center.

9. Pole-mounted banner signs: Non-illuminated banner signs that are affixed to light poles and advertise or promote the shopping center as a whole (by including only the shopping center name, logo, and/or seasonal or holiday identification). Banners shall be mounted such that the bottom edge of any given banner is not less than eight feet from the finished grade directly beneath it. The maximum size of a pole-mounted banner sign shall be 24 square feet. Pole-mounted banner signs shall not project over a city right-of-way. Pole-mounted banner signs are permitted only in shopping centers, as defined in section 21-2, Definitions.

(2) *Building mounted signs*

c. *Multiplex cinemas with ~~ten~~ eight or more screens.*

- 1. In addition to the sign area allowed in section 21-747(2)b., a multiplex cinema with ~~ten~~ eight or more screens shall be allowed the following additional signage:
 - i. Each screen shall be allowed 12 square feet of sign area, to be used for marquee identification of the movie playing and/or for the display of a movie poster.
 - ii. All additional signage shall be located on the same side of the building as the main entrance, and within 100 feet of the main entrance.
 - iii. No sign area increase for additional setback shall be allowed for this signage.

Sec. 21-749. Signs prohibited in all sign districts.

- (a) The following types of signs are prohibited in all sign districts:
- (10) Banner signs, except for grand opening signs permitted by section 21-748(a)(1)e; change of business name signs as permitted by section 21-748(a)(1)g; decorative flags permitted by sections 21-743(e), 21-745(7), and 21-747(7); pole-mounted banner signs for shopping centers as permitted by section 21-747(1)c.9.; special exhibition banners for museums and art galleries in the downtown business district B-1 and the museum support district MS permitted by section 21-748(a)(1)(i) seasonal banners permitted by section 21-748(a)(1)f; and historic signs located in

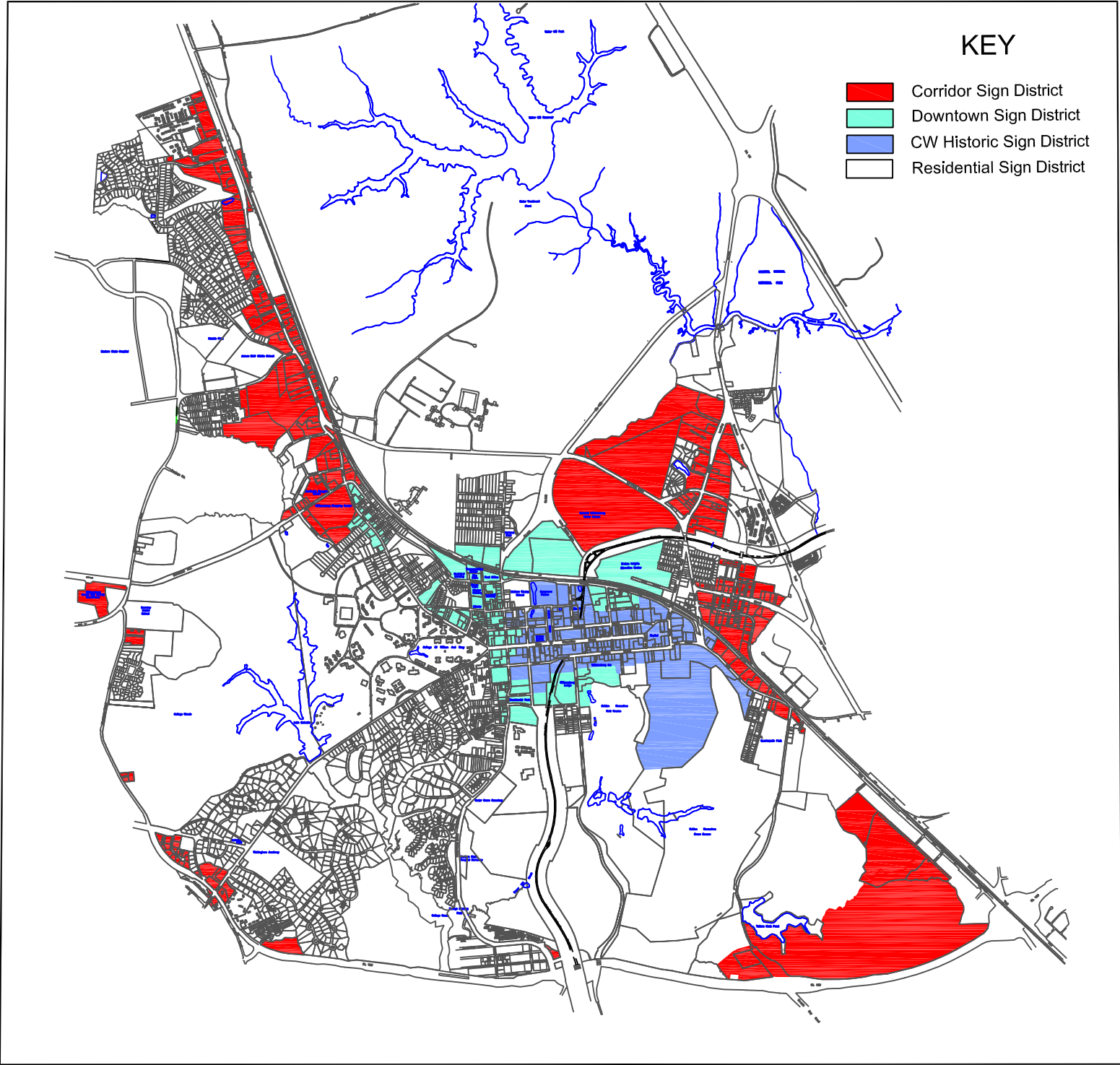
the Colonial Williamsburg Historic Area CW permitted by sections 21-744(a)(1) and (b)(1). This shall include signs hung in garage door bays.

This ordinance shall become effective on the tenth day following its passage.

Adopted: _____

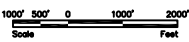
Jeanne Zeidler, Mayor

Clerk of Council



THE CITY OF WILLIAMSBURG, VIRGINIA

OFFICIAL SIGN MAP



ADOPTED BY CITY COUNCIL ON _____			
Attest: City Clerk of Council		Attest: City Clerk of Council	
Ord. No.	Date	Ord. No.	Date